



- PUBLIC
- INDEPENDENT

**NEW PROGRAM PROPOSAL FOR ROUTINE REVIEW**

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**Sponsoring Institution:**

**Program Title:** MBA, MBA with Concentrations in Cybersecurity Management, Entrepreneurship and Innovation, Health Administration, and Marketing.

**Degree/Certificate:**

**If other, please list:**

**Options:**

**Delivery Site:** Main Campus of Harris-Stowe State University and On-line

**CIP Classification:** 52.0201

**Implementation Date:** 8/3/2020

**Is this a new off-site location?**  Yes  No

**If yes, is the new location within your institution's current CBHE-approved service region?**

*\*If no, public institutions should consult the comprehensive review process*

**Is this a collaborative program?**  Yes  No

*\*If yes, please complete the collaborative programs form on last page.*

**CERTIFICATIONS**

- The program is within the institution's CBHE approved mission. *(public only)*
- The program will be offered within the institution's CBHE approved service region. *(public only)*
- The program builds upon existing programs and faculty expertise
- The program does not unnecessarily duplicate an existing program in the geographically-applicable area.
- The program can be launched with minimal expense and falls within the institution's current operating budget. *(public only)*

**AUTHORIZATION**

Dwyane Smith, Provost		7/2/2018
Name/Title of Institutional Officer	Signature	Date

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**PROGRAM CHARACTERISTICS AND PERFORMANCE GOALS**

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Although all of the following guidelines may not be applicable to the proposed program, please carefully consider the elements in each area and respond as completely as possible in the format below.

Quantification of performance goals should be included wherever possible.

**1. Student Preparation**

- Any special admissions procedures or student qualifications required for this program which exceed regular university admissions, standards, e.g., ACT score, completion of core curriculum, portfolio, personal interview, etc. Please note if no special preparation will be required.

Admission Requirements: 1. Applicants must have an undergraduate degree in business administration, marketing, health care management, information sciences and computer technology or closely related disciplines. Applicants who have a degree in a non-related field will also be considered for admission provided they have completed prerequisite courses for admission to the graduate program. 2. A student must have a minimum undergraduate Grade Point Average (GPA) of 2.8 or better. 3. Applicants must complete the Graduate Record Examination (GRE) with a minimum combined score of 291 (1000 on the old scale) in verbal and quantitative reasoning.

- Characteristics of a specific population to be served, if applicable.  
None

**2. Faculty Characteristics**

- Any special requirements (degree status, training, etc.) for assignment of teaching for this degree/certificate.  
Ph.D./DMGT, DBA, Dr.PH. in Business Administration, Marketing, Health Administration or Information Systems and Computer Technology or closely related discipline to be employed as a full-time faculty. A minimum of MBA, M.S. in Health Administration, M.S. in Information Sciences and Computer Technology, M.S. in Cybersecurity , M.S. in Entrepreneurship, M.S. in Marketing or closely related area with at least five years track record of relevant professional experience to be considered as adjunct faculty.
- Estimated percentage of credit hours that will be assigned to full time faculty. Please use the term "full time faculty" (and not FTE) in your descriptions here

At least fifty percent of courses will be taught by full-time faculty.

- Expectations for professional activities, special student contact, teaching/learning innovation.

Department chairs and faculty teaching in this program will be expected to: 1. Conduct research and be professionally active as evidenced by scholarly activities via papers presentations and publications. 2. Advise and guide students with their curriculum and

professional development planning. 3. Serve as mentors and provide leadership development opportunities in many capacities, such as club advisors, research coach and team builders. 4. Accompany students to professional organizations and conferences

**3. Enrollment Projections**

- Student FTE majoring in program by the end of five years.  
Student FTE majoring in MBA program by the end of five years will number 25 full-time students.
- Percent of full time and part time enrollment by the end of five years.  
Percent of full time and part time enrollment by the end of five years will consist of 71% full-time and 29% part-time

**STUDENT ENROLLMENT PROJECTIONS**

YEAR	1	2	3	4	5
Full Time	<b>10</b>	<b>15</b>	<b>20</b>	<b>22</b>	<b>25</b>
Part Time	<b>2</b>	<b>4</b>	<b>6</b>	<b>8</b>	<b>10</b>
Total	<b>12</b>	<b>19</b>	<b>26</b>	<b>30</b>	<b>35</b>

**4. Student and Program Outcomes**

- Number of graduates per annum at three and five years after implementation.  
Graduates at three years will number 26 and at five years will number 35.
- Special skills specific to the program.  
Upon completion of the program graduates:
  1. Will be equipped with the advanced business administration core competency knowledge and skills along with concentration specific knowledge and skills including Cybersecurity Management, Health Administration, Innovation and Entrepreneurship and Marketing to assume a leadership position in a variety of corporate and healthcare settings including public and private institutions, government agencies, and research and development firms.
  2. Will use the knowledge and skills acquired within the program to analyze and understand an organization’s policy, ethics, culture and strategy in regards to factors influencing decision making from policy prospective and project implementation.
  3. Analyze the economic demand and supply dynamics at global, national and corporate
  4. Manage processes including planning, organizing, decision-making, controlling and changing organizations to affect the environment, technology and human behavior.
  5. Have a solid understanding of legal, social and ethical dilemmas and legislative processes as related to strategy and policy formulations and outcomes.
- Proportion of students who will achieve licensing, certification, or registration.  
More than 10%
- Performance on national and/or local assessments, e.g., percent of students scoring above the 50th percentile on normed tests; percent of students achieving minimal cut-scores on criterion-referenced tests. Include expected results on assessments of general education and on exit assessments in a particular discipline as well as the name of any nationally recognized assessments used.

More than fifty percent of students completing the National Graduate Major Field Assessment Test for MBA students will score higher than average compared to the national norm.

- Placement rates in related fields, in other fields, unemployed.

Upon completion of the program: 1. More than eighty percent of graduates will secure a professional career or move up the career ladder in their field or closely related fields. 2. Less than five percent of students projected to be unemployed or seeking employment.

- Transfer rates, continuous study.

More than eighty percent of graduates either secure a professional position or move up the career ladder or continue their education onto a higher degree of education.

### **5. Program Accreditation**

- Institutional plans for accreditation, if applicable, including accrediting agency and timeline. If there are no plans to seek specialized accreditation, please provide rationale.

The University will pursue program accreditation through Accreditation Council for Business Schools and Programs (ACBSP) and will be included in the next regional institutional accreditation by Higher Learning Commission (North Central Accreditation).

**6. Program Structure**

A. Total credits required for graduation: 33

B. Residency requirements, if any:  
None

C. General education: Total credits:  
N/A

*Courses (specific courses OR distribution area and credits)*

<b>MBA- General</b>	<b>Credits</b>	
<b>Course Number</b>		<b>Course Title</b>
MBA0510	3	Managerial Economics
MBA0521	3	Managerial Accounting
MBA0530	3	Managerial Finance
MBA0550	3	Marketing and Supply Chain Management
MBA0560	3	Applied Statistical Methods in Research
MBA0601	3	Integrative Functions of the Firm/Strategic Management
<b>Total MBA Core Courses</b>	<b>18</b>	
MBA courses: Select 15 credit hours (5 courses) from the following:		
MBA0525	3	Global Business Management
MBA0535	3	Leadership and Organizational Behavior
MBA0540	3	Contracts and Negotiations
MBA0545	3	Operations Management
MBA0550	3	Legal and Ethical Aspects of Entrepreneurship
MBA0560	3	Managing Information Systems
MBA0565	3	Total Quality Management (TQM) and Evidence-Based Decision Making
MBA0570	3	Entrepreneurship
MBA0580		Non-Profit Organization Management
MBA0585	3	Project Management and Consulting
<b>Total MBA Elective Courses</b>	<b>15</b>	
<b>Total MBA Core and Elective Courses</b>	<b>33</b>	

*Courses (specific courses OR distribution area and credits)*

<b>MBA with Concentration in Cybersecurity Management Course Number</b>	<b>Credits</b>	<b>Course Title</b>
MBA0510	3	Managerial Economics
MBA0521	3	Managerial Accounting
MBA0530	3	Managerial Finance
MBA0550	3	Marketing and Supply Chain Management
MBA0560	3	Applied Statistical Methods in Cybersecurity Mgmt. Rese
MBA0601	3	Integrative Functions of the Firm/Strategic Management
<b>Total MBA Core Courses</b>	<b>18</b>	
<b>MBA with Concentration in Cybersecurity Management:</b> Select 15 credit hours (5 courses) from the following: (MBAC0600 is a required course).		
MBAC0510	3	Information Security
MBAC0520	3	Fundamentals of Network Security and Management
MBAC0530	3	Cryptography and Data Protection
MBAC0535	3	Information Security Operations Management
MBAC0540	3	Legal & Ethical Aspects of Information Security & Assurance
MBAC0550	3	Software and Application Security
MBAC0560	3	Operating System Security
MBAC0565	3	Information Systems Forensics
MBAC0570	3	Information Security Policy and Risk Analysis
MBAC0575	3	Business Driven Information Systems/Mobile Security
MBAC0580	3	Business Continuity and Disaster Recovery Techniques
MBAC0605	3	Cybersecurity Capstone Project Management
<b>Total MBAC Courses</b>	<b>15</b>	
<b>Total MBA Core and Concentration Courses</b>	<b>33</b>	

*Courses (specific courses OR distribution area and credits)*

<b>MBA with Concentration in Entrepreneurship and Innovation Course Number</b>	<b>Credits</b>	<b>Course Title</b>
MBA0510	3	Managerial Economics
MBA0521	3	Managerial Accounting
MBA0530	3	Managerial Finance
MBA0550	3	Marketing and Supply Chain Management
MBA0560	3	Applied Statistical Methods in Research
MBA0601	3	Integrative Functions of the Firm/Strategic Management
<b>Total MBA Core Courses</b>	<b>18</b>	
MBAE Courses: Select 15 credit hours (5 courses) from the following courses:		
MBAE0525	3	Creativity, Innovation and Entrepreneurship
MBAE0535	3	Strategies and Practices of Family-Based Companies
MBAE0540	3	Contracts and Negotiations
MBAE0545	3	Venture Capital and Entrepreneurial Management
MBAE0555	3	Legal Aspects of Entrepreneurship
MBAE0565	3	Entrepreneurial Marketing and Electronic Commerce
MBAE0570	3	Empowering High Technology in Entrepreneurship
MBAE0575	3	Real Estate Entrepreneurship
MBAE0580	3	Scaling Operations
MBAE0585	3	Building Human Assets in Entrepreneurial Ventures
MBAE0590	3	Global Entrepreneurship
MBAE0595	3	Financial Management of Smaller Firms
MBAE0605	3	Capstone Project in Entrepreneurship
<b>Total MBAE Courses</b>	<b>15</b>	
<b>Total MBA Core and Concentration Courses</b>	<b>33</b>	

*Courses (specific courses OR distribution area and credits)*

<b>MBA with Concentration in Health Administration Course Number</b>	<b>Credits</b>	<b>Course Title</b>
MBA0510	3	Managerial Economics
MBA0521	3	Managerial Accounting
MBA0530	3	Managerial Finance
MBA0550	3	Marketing and Supply Chain Management
MBA0560	3	Applied Statistical Methods in Healthcare Research
MBA0601	3	Integrative Functions of the Firm/Strategic Management
<b>Total Core Courses</b>	<b>18</b>	
MBA with Concentration Courses in Health Administration: Select 5 course from the following: (MBAH0605 is a required course).		
MBAH0520	3	Health Policy and Regulations From Global Perspectives
MBAH0523	3	Human Resources Management & Organizational Behavior
MBAH0525	3	Legal, Social and Ethical Aspects of Health Administration
MBAH0527	3	Information Security and Emergency Management
MBAH0540	3	Healthcare Informatics
MBAH0565	3	Long-Term Care Administration
MBAH0567	3	Pharmaceutical Industry, Issues, Structure and Dynamics
MBAH0580	3	Contracts and Negotiations
MBAH0582	3	Total Quality Management (TQM) and Evidence-Based Decision-Making
MBAH0587	3	Healthcare Managerial Finance-Analysis and Decision-Making
MBAH0605	3	Capstone Project in Health Administration
<b>Total MBAH Courses</b>	<b>15</b>	
<b>Total MBA Core and Concentration Courses</b>	<b>33</b>	

*Courses (specific courses OR distribution area and credits)*

<b>MBA with Concentration Marketing Course Number</b>	<b>Credits</b>	<b>Course Title</b>
MBA0510	3	Managerial Economics
MBA0521	3	Managerial Accounting
MBA0530	3	Managerial Finance
MBA0550	3	Marketing and Supply Chain Management
MBA0560	3	Applied Statistical Methods in Healthcare Research
MBA0601	3	Integrative Functions of the Firm/Strategic Management
<b>Total Core Courses</b>	<b>18</b>	
<b>MBA with Concentration in Marketing:</b> Select 15 credit hours (5 courses) from the following: (MBAM0605 is a required course.		
MBAM0520	3	Marketing Strategy and Planning
MBAM0523	3	Brand Management
MBAM0525	3	Digital Marketing
MBAM0527	3	Pricing Policies
MBAM0540	3	Web Marketing & Analytics
MBAM0565	3	Consumer Behavior - Assessment and Analytics
MBAM0567	3	Global Brand Strategy
MBAM0580	3	Contracts and Negotiations
MBAM0582	3	Total Quality Management (TQM) and Evidence-Based Decision Making
MBAM0587	3	Sales and Channel Management
MBAM0605	3	Capstone Project in Marketing
<b>Total MBAM Courses</b>	<b>15</b>	
<b>Total MBA Core and Concentration Courses</b>	<b>33</b>	



***On July 1, 2011, the Coordinating Board for Higher Education began provisionally approving all new programs with a subsequent review and consideration for full approval after five years.***

## COLLABORATIVE PROGRAMS

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- **Sponsoring Institution One:**
- **Sponsoring Institution Two:**
- **Other Collaborative Institutions:**
- **Length of Agreement:**
- **Which institution(s) will have degree-granting authority?**
- **Which institution(s) will have the authority for faculty hiring, course assignment, evaluation and reappointment decisions?**
- **What agreements exist to ensure that faculty from all participating institutions will be involved in decisions about the curriculum, admissions standards, exit requirements?**
- **Which institution(s) will be responsible for academic and student-support services, e.g., registration, advising, library, academic assistance, financial aid, etc.?**
- **What agreements exist to ensure that the academic calendars of the participating institutions have been aligned as needed?**

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